

Awareness about green marketing among consumers in Moga City

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Abstract

Green Marketing incorporates broad range of activities including product modification, changes to the production process, packaging changes, and modifying advertising. Green marketing focuses on satisfaction of customer needs and wants with no or minimum harm to the natural environment. Consumer and manufacturers have directed their attention toward environment friendly products that are presumed to be "GREEN"

Or environment friendly like; Low power consuming (Energy Efficient) electrical appliances, Organic foods, Lead free Paints, Recyclables papers, and Phosphate free detergent,. Consumers today are major about environmental degradation and negative impact of their uses of products and services on environment. As society becomes more concerned with the natural environment. Businesses have begun to modify their process in an attempt. To address society's new issues for a company to be successful in implementing green marketing strategy it should not forget attitude of consumer towards green marketing. The result of this paper may strike the mind of marketers to give a thought of adopting the suitable strategies which can be helpful to overcome the problems associated with regular marketing techniques and make a shift to GREEN MARKETING. Keeping this mind this paper is attempt to understand awareness of consumer toward Green Marketing.

Keywords: natural environment, attitude, consumers, awareness

Introduction

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively. For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.

1. Being genuine means that
 - a) That you are actually doing what you claim to be doing in your green marketing campaign and
 - b) That the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
2. Educating your customers isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
3. Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action. Suppose that you have decided that your business will no longer use plastic bags to

wrap customer purchases. You know that the traditional plastic bag takes about one thousand years to decompose and want to do your part to stop the proliferation of plastic bags in landfills. You feel that this is the kind of environmental action that will be popular with potential customers and a good opportunity to do some green marketing.

Green products

In their book *The Green Consumer*, John Elkington, Julia Hailes, and John Makower discussed several characteristics that a product must have to be regarded as a "green" product. They contended that a green product should not:

- Endanger the health of people or animals
- Damage the environment at any stage of its life, including manufacture, use, and disposal
- Consume a disproportionate amount of energy and other resources during manufacture, use, or disposal
- Cause unnecessary waste, either as a result of excessive packaging or a short useful life
- Involve the unnecessary use of or cruelty to animals
- Use materials derived from threatened species or environments

J. Stephen Shi and Jane M. Kane, meanwhile, noted in *Business Horizons* that the consulting firm FIND/SVP also judged a product's friendliness to the environment by ultimately simple measurements: "FIND/SVP considers a product to be 'green' if it runs cleaner, works better, or saves money and energy through efficiency. Businesses practice being green when they voluntarily recycle and attempt to reduce waste in their daily operations. Practicing green is inherently proactive; it means finding ways to reduce waste and otherwise be more environmentally responsible, before being forced to do so through government regulations. Green promotion, however, requires businesses to be honest with consumers and not mislead

them by over promising."

Objective of the study

- To understand the awareness of consumers towards green marketing.
- To know the attitude of consumers towards green marketing.

Research Methodology

We have used structured questionnaire and a five point balanced likert scale for measuring consumer attitude towards green marketing. Primary data was collected from respondents of Moga City through a questionnaire designed for a sample of 60 respondents. The random sampling method was adopted by us and selected the sample from Moga region representing both the genders different age groups education level and monthly income. The data collected from the respondents are coded tabulated and analyzed into logical statement using Weighted Average Mean score on Likers scale Secondary data was collected from the available literature, journals and web search where necessary.

Review of literature

Prothero, A. (1998) ^[17] introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing. Oyewole, P. (2001) ^[18]. In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it. Prothero, A. & Fitchett, J.A. (2000) ^[20] argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Kilbourne, W.E. (1998) ^[13, 14] discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) ^[12] interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Donaldson (2005) ^[9] in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi (2007) ^[11] investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements.

The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland *et al.* 2005) ^[9].

Brahma, M. & Dande, R. (2008) ^[3], The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Sanjay K. Jain & Gurmeet Kaur (2004) ^[21] in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practising green marketing strategies.

Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

According to the authors like Ottaman, (1993) and Ken Peattie, (1993) conventional marketing is out and green marketing is in. In the developed countries, the surge of environmental consciousness that followed Earth Day in 1990 washed over the marketplace rapidly.

In poll after poll, consumers claim they are willing to change their buying habits –and even pay more for products – to protect the environment (Pearce, 1990; Consumer Reports, 1991; Berger and Corbin, 1992; Coddington, 1993; Davis, 1993; McDougall, 1993; Ottoman, 1993) ^[5, 8]. Manufacturers got the message that the Marketing Intelligence Service (Consumer Reports, 1991), which tracks new product introductions, reports that the percentage of new packaged products making some kind of green claim more than doubled between 1989 and 1990, rising from 4.5% to 11.4% of the total. During the same year, the number of green advertisements appearing on television and in major print outlets more than quadrupled, according to an audit by the advertising agency J. Walter Thompson (Consumer Reports, 1991).

Data analysis and interpretation

Table 1: Demographic Profile of Respondents with mean scores (N=60)

AGE	No.	% age	GENDER: MALE / FEMALE	OCCUPATION
20-30	30	50	20/40	Students
30-40	10	16.67		Part time employees
Above 40	20	33.33		Employees
	60	100		
Monthly income				
0-5 k	20	33.33		
6-10k	10	16.67		
25-30k	15	25		
Above 40k	15	25		

Table 1 depicts the demographic information about the respondents which reveals that 50% of the respondents were under the age group of 20-30. 16.67% of the respondents come under 30-40 and 33.33% of respondents were above 40 years of

age.

Consumer’s awareness towards green marketing

1. I believe in the concept of green marketing?

Table 2: Ratings given by respondents about the concept of green marketing

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	0	4.38(<4.5 considered next higher value)
2	Disagree	1	
3	Neither Agree Nor	1	
4	Disagree	1	
5	Agree	27	
6	Strongly agree	30	
	Total	60	

Table 2 clearly depicts that Respondents said *agree* that they believe in the concept of green marketing. This can be inferred

from the computed mean.

2. I am aware of companies going green?

Table 3: Consumer’s awareness of companies going green.

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	1	3.98(4)
2	Disagree	2	
3	Neither Agree Nor Disagree	1	
4	Agree	50	
5	Strongly agree	6	
	Total	60	

Table 3 depicts that Respondents Agree about the awareness of companies going Green which can be inferred from the computed mean.

3. I know about the advantages of green products in an organization?

Table 4: The advantages of green products in an organization

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	2	3.83(4)
2	Disagree	4	
3	Neither Agree Nor Disagree	13	
4	Agree	24	
5	Strongly Agree	17	
	Total	60	

Table 4 depicts that Respondents agree that there is an advantages of green products in an Organization

4. I feel that the regular marketing techniques harm the environment

Table 5: The regular marketing techniques can harm the environment.

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	6	3.95(4)
2	Disagree	2	
3	Neither Agree Nor Disagree	7	
4	Agree	19	
5	Strongly Agree	26	
	Total	60	

Table 5 depicts that Respondents *agree* that the regular marketing techniques may harm the environment

Table 6: Employees in any organization feel that their work schedule gets affected by implementing green concept

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	4	3.4<4
2	Disagree	6	
3	Neither Agree Nor Disagree	18	
4	Agree	26	
5	Strongly Agree	6	
	Total	60	

Table 6 clearly indicates that respondents *neither agree nor disagree* that organization feels that their work schedule get affected by implementing green marketing.

Table 7: Green marketing concept is existed for long time back but it is not implemented by many companies in India

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	5	3.47<4
2	Disagree	2	
3	Neither Agree Nor Disagree	20	
4	Agree	26	
5	Strongly Agree	7	
	Total	60	

Table 7 depicts that the Respondents are neither agree nor disagree Respondents have realized that green marketing existed for long time due to lack of various factors it is not implemented in many companies in Indian context. 7. Productivity can be improved drastically by using green marketing.

Table 8: Showing productivity can be improved by using green marketing

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	6	3.93=4
2	Disagree	2	
3	Neither Agree Nor Disagree	6	
4	Agree	22	
5	Strongly Agree	24	
	Total	60	

Table 8 depicts that the Respondents agree that productivity can be improved by using green marketing 8. Companies are reluctant in implementing green marketing concept

Table 9: The companies are reluctant in implementation of green marketing concept

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	4	3.57=4
2	Disagree	12	
3	Neither Agree Nor Disagree	22	
4	Agree	20	
5	Strongly Agree	2	
	Total	60	

Table 9 depicts that Respondents agree that companies are reluctant in implementing green marketing. 9. It is difficult for all the companies to implement green marketing

Table 10: Respondents Strongly Agree

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	8	3.31<4
2	Disagree	7	
3	Neither Agree Nor Disagree	17	
4	Agree	14	
5	Strongly Agree	14	
	Total	60	

Table 10 showing Respondents Neither Agree or Disagree that it is difficult for all the companies to implement green marketing. 10. Huge investment is required to develop green products

Table 11

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	9	3.1<4
2	Disagree	12	
3	Neither Agree Nor Disagree	12	
4	Agree	18	
5	Strongly Agree	9	
	Total	60	

Table 11 clearly indicates that Respondents neither agree nor disagree that huge investment is required to develop green products 11. Government should take initiative in making companies to go green

Table 12

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	4	4.05>4
2	Disagree	3	
3	Neither Agree Nor Disagree	5	
4	Agree	22	
5	Strongly Agree	26	
	Total	60	

Table 12 clearly indicates that respondents agree that government should take initiative in making companies go green. 12. Everyone is responsible for successful green marketing concept

Table 13

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	4	4.08>4
2	Disagree	4	
3	Neither Agree Nor Disagree	3	
4	Agree	21	
5	Strongly Agree	28	
	Total	60	

Table 13 clearly indicates that Respondents Agree i.e., everyone is responsible for successful green marketing concept 13. Green marketing is just an old concept

Table 14

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	9	2.73<3
2	Disagree	20	
3	Neither Agree Nor Disagree	12	
4	Agree	16	
5	Strongly Agree	3	
	Total	60	

Table 14 clearly indicates that Respondents indicated that they neither agree nor disagree that green marketing is just an old concept. 14. I am interested to know more about green branding

Table 15

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	2	4.11>4
2	Disagree	5	
3	Neither Agree Nor Disagree	4	
4	Agree	22	
5	Strongly Agree	27	
	Total	60	

Table 15 clearly indicates that Respondents agree that they are interested to know more about green branding 15. Green marketing is more effective than regular marketing?

Table 16

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	5	3.85=4
2	Disagree	2	
3	Neither Agree Nor Disagree	10	
4	Agree	23	
5	Strongly Agree	20	
	Total	60	

Table 16 clearly indicates that Respondents agree with the fact that green marketing is more effective than regular marketing

16. Do you believe in the concept of complete green marketing conditions throughout the world?

Table 17

S. No	Rating Scale	No. of Respondent	Weighted Mean Score
1	Strongly Disagree	9	3.38<4
2	Disagree	4	
3	Neither Agree Nor Disagree	11	
4	Agree	27	
5	Strongly Agree	9	
	Total	60	

Table 17 showing Respondents neither agree nor disagree that they will believe in the concept of complete green marketing conditions throughout the world.

17. Transition from regular marketing to green branding is quite difficult in India

Table 18

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	5	3.38<4
2	Disagree	3	
3	Neither Agree Nor Disagree	23	
4	Agree	22	
5	Strongly Agree	7	
	Total	60	

Table 18 showing Respondents neither agree nor disagree to the fact that transition from regular marketing to green branding is difficult in India.

18. Do you realize the importance of green branding?

Table 19

S. No	Rating Scale	No. Of Respondent	Weighted Mean Score
1	Strongly Disagree	7	3.8<4
2	Disagree	2	
3	Neither Agree Nor Disagree	3	
4	Agree	32	
5	Strongly Agree	16	
	Total	30	

Table 19 Respondents neither agree nor disagree with the importance of green branding

Findings and Conclusion

The findings are tabulated after having used liker scale for measuring the awareness of consumers towards green marketing

and attitudes of consumers towards green branding (Highest Rating is 5-Strongly Agree and 1-Strongly Disagree)

Table 20: The computed mean and percentage of respondents Consumer awareness towards green marketing

Description(filled by Respondents- likert scale)	% of responde nt	Mean Score	Strongly disagree	Consumer Awareness towards green marketing
1. I believe in concept of green marketing.		4.38		
2. I am aware of companies going green products in an organization		3.98		
3. I know about the advantage of green product in an organization.		3.8		
4. I feel that regular marketing techniques harm the environment		3.95		
5. Employees are feel that work schedule get effected by implementing green concept.		3.4		
6. Green concept is existed for long time back but it is not implemented by many companies in India.		3.47		

7. Productivity can be improved drastically by using green marketing.	3.93	
8. Companies are reluctant in implementation of green marketing concept.	3.56	
9. It is difficult for all the companies to implement green marketing.	3.31	
10. Huge investment is requires to develop green products.	3.1	
11. Government should take initiative in companies to go green.	4.05	
12. Everyone is responsible for successful green marketing concept.	4.08	
13. Green marketing is just an old concept.	2.73	
14. I am interested to know more about green marketing	4.11	
15.Green marketing is more effective than regular marketers	3.85	
16. Do you believe in concept of complete green marketing Through Out the questionnaire	3.38	
17. Transition from regular marketing to green marketing is Quit difficult in India.	3.38	
18. Do you realize the importance of green marketing concept	3.8	

After having understood the concept of green marketing this paper tries to trigger a thought for marketers about the impact of significant changes in green marketing for effective utilization of resources and the final products which company develops shall be less detrimental to the environment.

Consumer awareness towards green marketing is average

Consumers have expressed average concerns about the concept of green marketing and companies going green. Apart from this, consumers are aware of the fact that the productivity of companies can be improved. According to our research People are not much aware of green marketing because they think that it has not significant effect on the environment but companies can look into implementation of this concept for betterment of business. From the results of data analysis given in table 20 we can infer that the role of government plays a vital role in green marketing. Some consumers neither agree nor disagree for the fact that green marketing is just an old concept. As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyze the facts pertaining to green marketing the significant results are positive at one end. On other end, consumers say that it is difficult for all the companies to implement green marketing. Environmental education refers to organized efforts to teach about how natural environments function and particularly how human beings can manage their behavior and ecosystems in order to live sustainably (Wikipedia, 2009)

Problems with green marketing

1. The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.
2. It is found that only 5% of the marketing messages from - Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims.
3. Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.
4. The investors and corporate companies need to view the environment as a major long-term investment opportunity; the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. The corporate should not expect huge benefit for implementing Green Marketing immediately.
5. Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the

first place. If the green products are priced very high then again it will lose its market acceptability. (Marketing Myopia)

Conclusion

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. Green Marketing makes drastic change in the business not even in India but save the world from pollution. Corporate should create the awareness among the consumers, what are the benefits of green as compared to non-green ones For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. Green marketing assumes even more importance and relevance in developing countries like India

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